Application/Control No. O9/474,974 Page 1 of 2 Applicant(s)/Patent Under Reexamination SAMRA ET AL. Art Unit Page 1 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	Α	US-6,061,658	05-2000	Chou et al.	705/10
	В	US-6,351,735	02-2002	Deaton et al.	705/14
	С	US-6,298,348	10-2001	Eldering, Charles A.	705/10
	D	US-			
	Е	US-			
	F	US-			
	G	US-			
	Н	US-			
	1	US-			
	J	US-			
	к	US-			
	L	US-			
	М	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	2	WO 98/49641	11-1998	WIPO	Root et al.	G06F 17/60
	0					
	Р					
	Q					
	R					
	s					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Jackson, Rob, and Paul Wang, ""Strategic Database Marketing", 1996, NTC Business Books, pages 26-31, 38-44, 86-87, 118-123, 130-135, 158-165, 173-185.
	٧	"DataMind Adds WebPoint to MarketOne - The Industry's First Enterprise Application for Real-Time, One-to-One Marketing", PR Newswire, 07/28/1998 [retrieved on 08/26/02], 3 pages, Retrieved from: Dialog.
	w	Morrison, Jeffrey, "Target Marketing with Logit Regression", The Journal of Forecasting Methods & Systems, Winter 1995/1996 [retrieved on 08/27/02], Volume 14, Issue 4, 5 pages, Retrieved from: Proquest Direct.
	х	Saarenvirta, Gary, "Data mining to improve profitability", CMA, 03/1998 [retrieved on 08/27/02], Volume 72, Issue 2, 7 pages, Retrieved from: Proquest Direct.

^{*}A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

of a second

Notice of References Cited	Application/Control No. 09/474,974	Applicant(s)/Patent Under Reexamination SAMRA ET AL.	
Notice of Neterences Offed	Examiner	Art Unit	
	Beth Van Doren	3623	Page 2 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	А	US-			
	В	US-			
	С	US-			
	D	US-			
	Е	US-			
	F	US-			
	G	US-			
	Н	US-			
	ı	US-			
	J	US-			
	к	US-			
	L	US-			
	М	US-			

FOREIGN PATENT DOCUMENTS

					• • • • • • • • • • • • • • • • • • • •	
*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	0					
	Р					
	Q					
	R					
	s					
	Т					

NON-PATENT DOCUMENTS

	NON-PATENT DOCUMENTS			
*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)		
	U	Cobrda, Wendy, "Data Mining", American Demographics, 10/1998 [retrieved on 08/27/02], 3 pages, Retrieved from: Proquest Direct.		
	V			
	w			
	х			

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).) Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.